



DEPARTMENT OF THE ARMY
HEADQUARTERS, AREA II SUPPORT ACTIVITY
UNIT #15333
APO AP 96205-5333

REPLY TO
ATTENTION OF:

IMKO-AB-MD

27 April 2006

AREA II COMMAND POLICY #1-13

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy for Hanging Banners and Posting Flyers/Posters on Yongsan and Area II Installations

1. **PURPOSE:** This memorandum establishes policy procedures for hanging banners and posting flyers or posters on Yongsan and Area II Installations.
 2. **APPLICABILITY:** The policy procedures outlined herein are applicable to all organizations and activities operating on Yongsan and Area II Installations.
 3. **GENERAL:** In order to preserve the appearance of Area II Installations, reduce traffic safety hazards and utilization of limited manpower resources, command policy restricts banner use to installation fences. This is applicable also to flyers and poster displays. The only locations authorized for hanging banners on fences on Yongsan South Post are at the Yongsan Driving Range, Yongsan Commissary. Posting banners on Yongsan Main Post is restricted to fences in high traffic areas near MWR and AAFES facilities. Whenever possible, organizations and activities are encouraged to seek alternative means to advertise events such as the Community Marquee Electronic Signboards, Morning Calm Newspaper, Area II Weekly Bulletin, posters, flyers, and AFN-K.
- * Posting of banners is prohibited on Yongsan and Area II Installations perimeter walls.
4. **IMPLEMENTING INSTRUCTIONS:**
 - a. Organizations and activities will:
 - (1) Submit all banner display requests, on the enclosed Banner Display Request Form, not later than three weeks prior to the event to Commander, Area II Support Activity, ATTN: IMKO-AB-MD, APO AP 96205-5333.

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(2) Include the following information on all paper copy Banner Display Request Forms:

(a) Exact wordage to be used on the banner, poster or flyer.

(b) Brief description of the event to be publicized.

(c) Desired location and date where the banner, flyer or poster will be hung and removed. Posting of advertising on perimeter walls is prohibited. Note that the banner, flyer or poster will not be displayed for a period not to exceed 1 week.

(d) POC and phone number of the requester.

(3) Bring banner to the DMWR Marketing Office Building #3791 located by the South Post Chapel on Yongsan South Post on the day of posting for approval stamp.

(4) Hang their own banners, and place flyers/posters only in authorized locations, and periodically conduct maintenance spot checks of them during their displayed period.

(5) Remove authorized banners, flyers and posters by not later than close of business the day following the event.

b. The Marketing Director, Morale, Welfare and Recreation (DMWR), Area II Support Activity will:

(1) Review requests for complete information.

(2) Obtain approval or disapproval from the Director, MWR (DMWR).

(3) Coordinate and maintain a schedule for hanging banners and provide assistance for obtaining alternate locations.

(4) Provide organizations and activities with approved or disapproved requests.

(5) Mark all approved banners with the MKT stamp prior to posting.

5. Organizations are prohibited from:

a. Posting flyers or posters at bus stops.


b. Posting flyers or posters on telephone poles or walls.

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- c. Posting flyers or posters at Area II Installation Gate entrances.
- d. Advertising any event through flyers and posters without the approval of the Director, MWR (DMWR).
- 6. Your cooperation in following the aforementioned policy procedures will ensure the most efficient, effective, and equitable use of banners, flyers and posters within the Yongsan and Area II Community.
- 7. The proponent for this policy memorandum is the Marketing Division, Directorate of Morale, Welfare and Recreation (DMWR), Area II Support Activity, 738-4398.
- 8. This policy memorandum supersedes Command Policy Memorandum #1-13, IKAB-AB-MD, 15 Dec 05, subject: Policy for Hanging Banners and Posting Flyers/Posters on Yongsan and Area II Installations.
- 9. POC for this memorandum is Ms. Yun, DMWR-Marketing, 738-4398.

Encl
Display Request Form


RONALD C. STEPHENS
COL, SC
Commanding

DISTRIBUTION:
A plus
All Private Organizations

BANNER DISPLAY REQUEST FORM

(MARKETING DIVISION, DMWR, AREA II)

If you want to display banners in Yongsan, Area II, please fill out this form and fax to 738-3323 or e-mail yunchi@korea.army.mil. Requests should be submitted three weeks prior to event start date to allow for adequate processing and 2 weeks display time. For additional information, POC is Ms. Champigny, 738-4058. **Marketing, Area II does not hang banners for requestors. After receiving an approval from this office, bring your banner to the Area II MWR Marketing Office to get an authorization stamp on your banner. You can display the banner after completing this process. It is very helpful, if you send the design of the banner with your request form. Requestors are responsible for following up on their request.**

Organization name:

Requested start and end date (1 week period):

Requested number of banners:

Requested display location:

Banner description:

Contact information

Name:

Phone Number:

Activity:

Your request is Approved ☐ Disapproved ☐ by Director, Marketing Division.

Remarks:

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